

**UNC Chapel Hill**

**University Career Services**

# **Career Advising for the 21<sup>st</sup> Century**

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# Career Development

## Past and Present

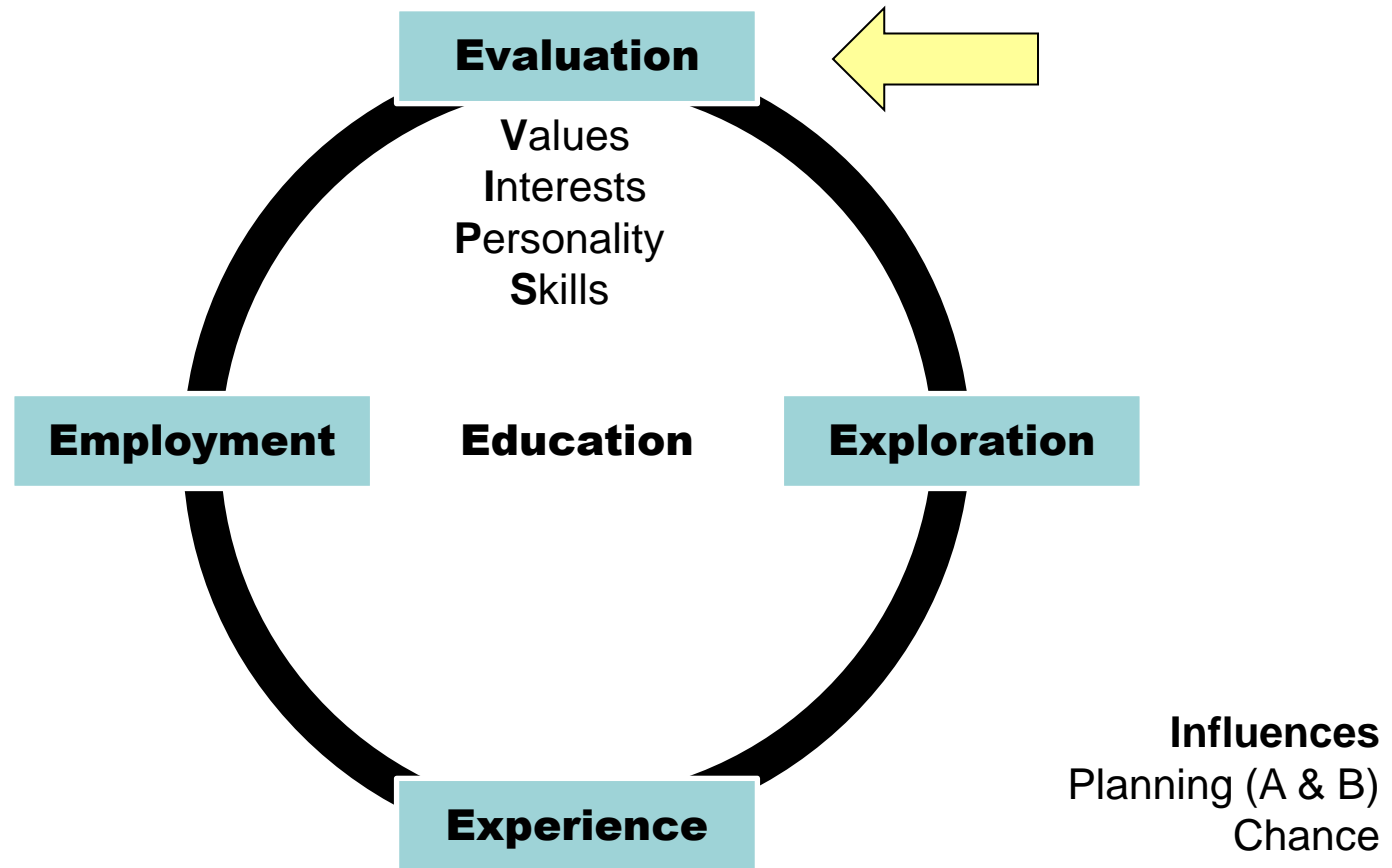
### THE PAST

- College education valued and somewhat rare
- Long-term employer / employee relationship Linear career development process
- Employment is permanent

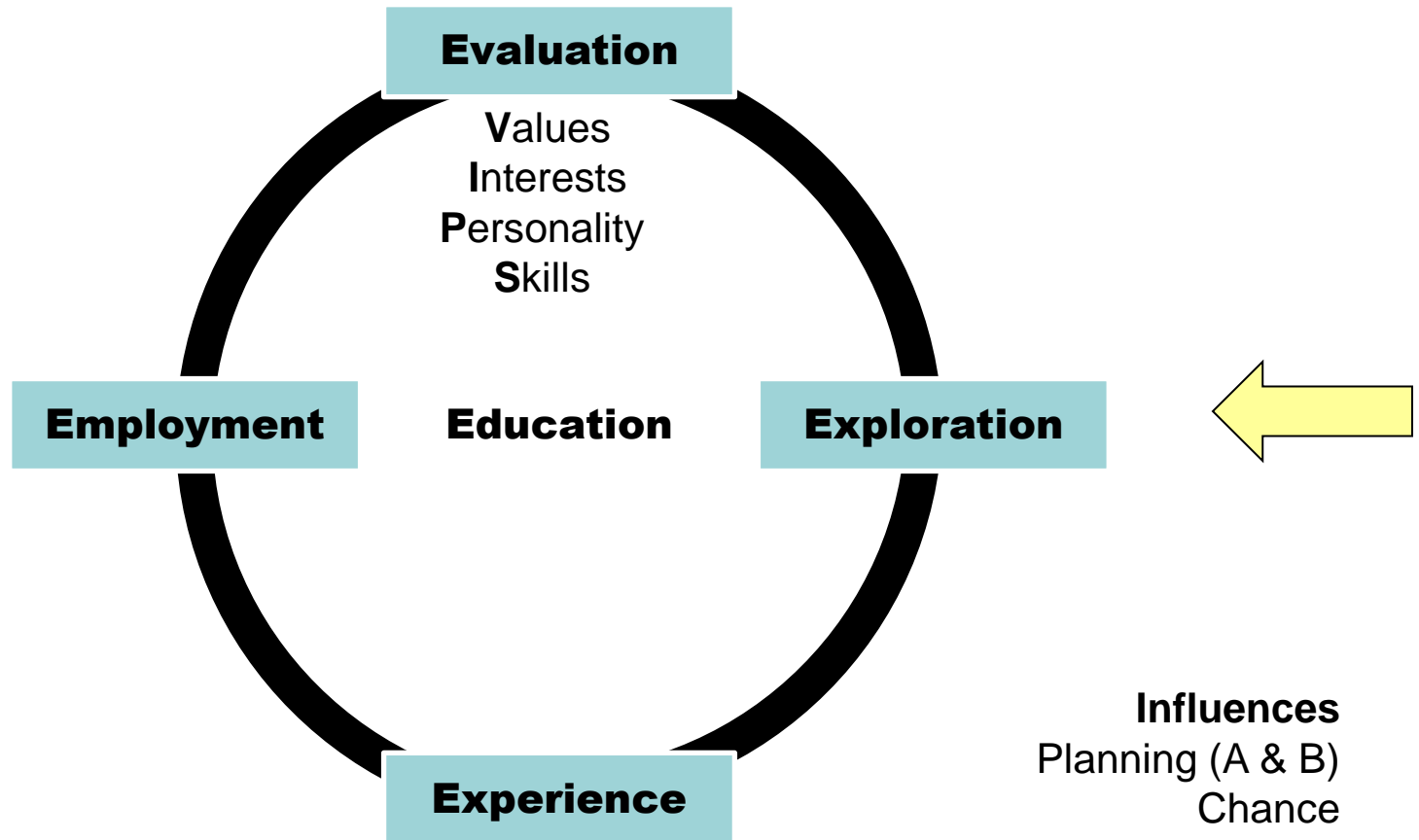
### THE PRESENT

- College education valued but more common
- The bar has been raised on what graduates should know
- Short-term employer / employee relationship
- Cyclical career development process
- Employment is free agency

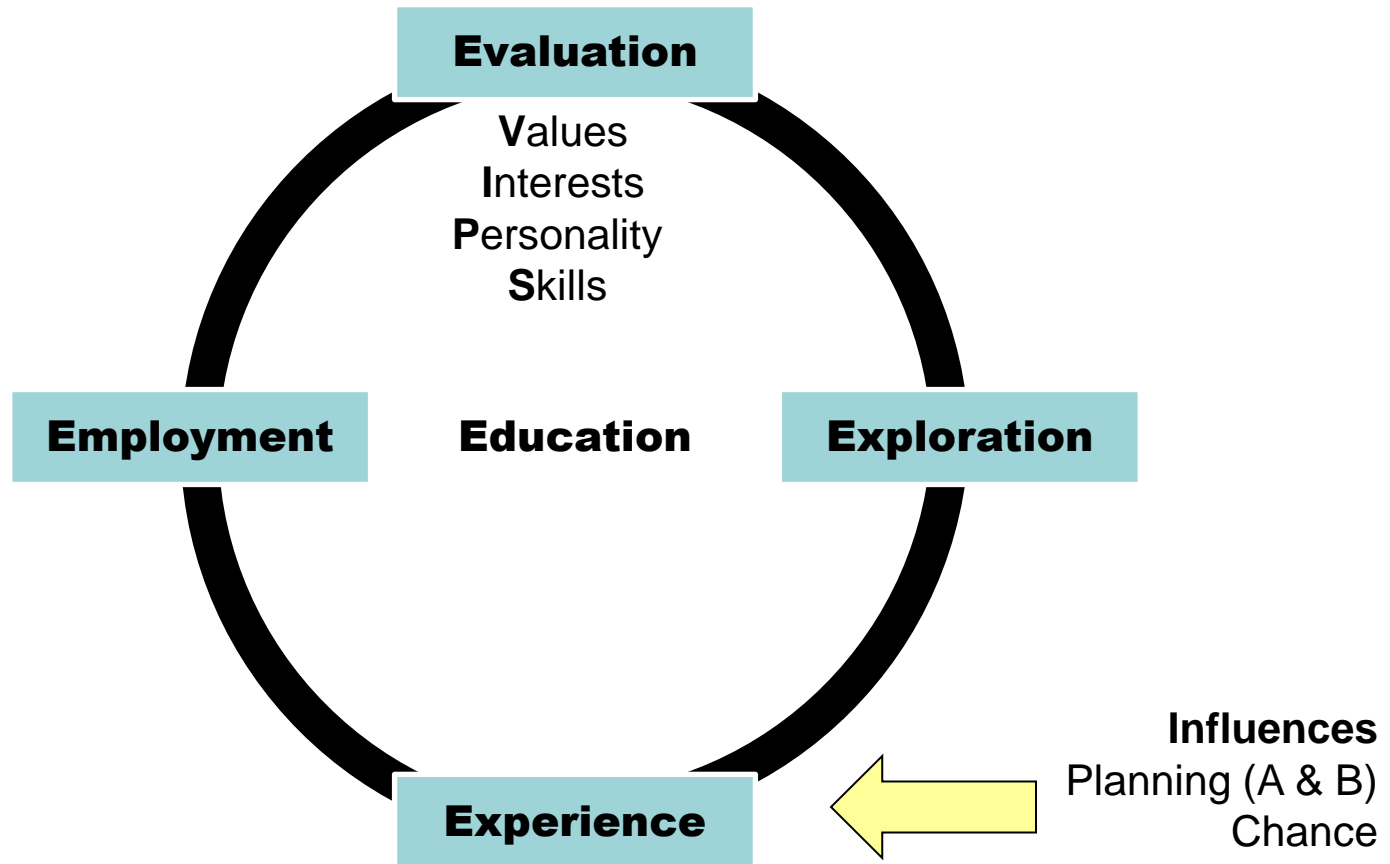
# The Five Es of Career Development



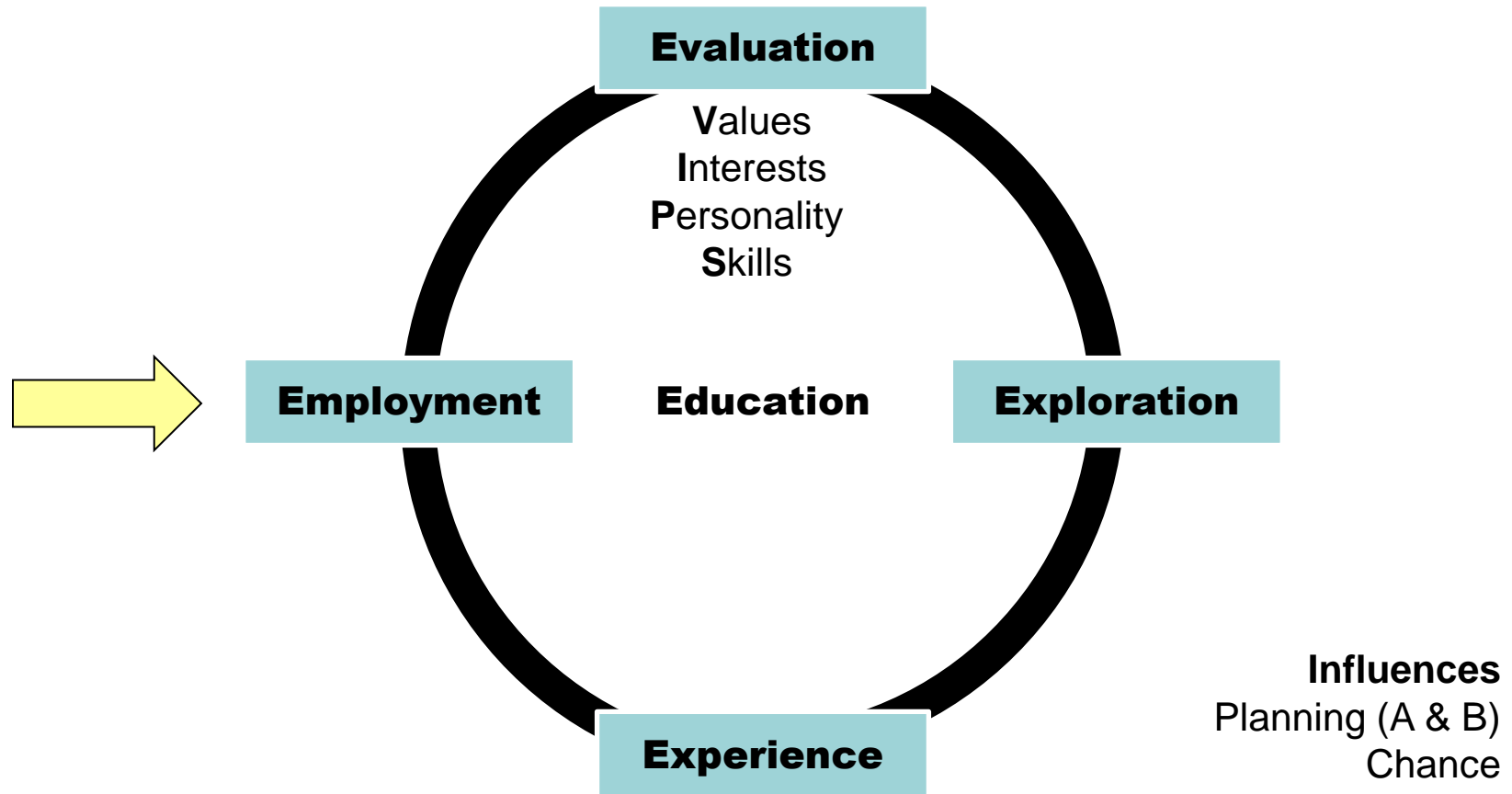
# The Five Es of Career Development



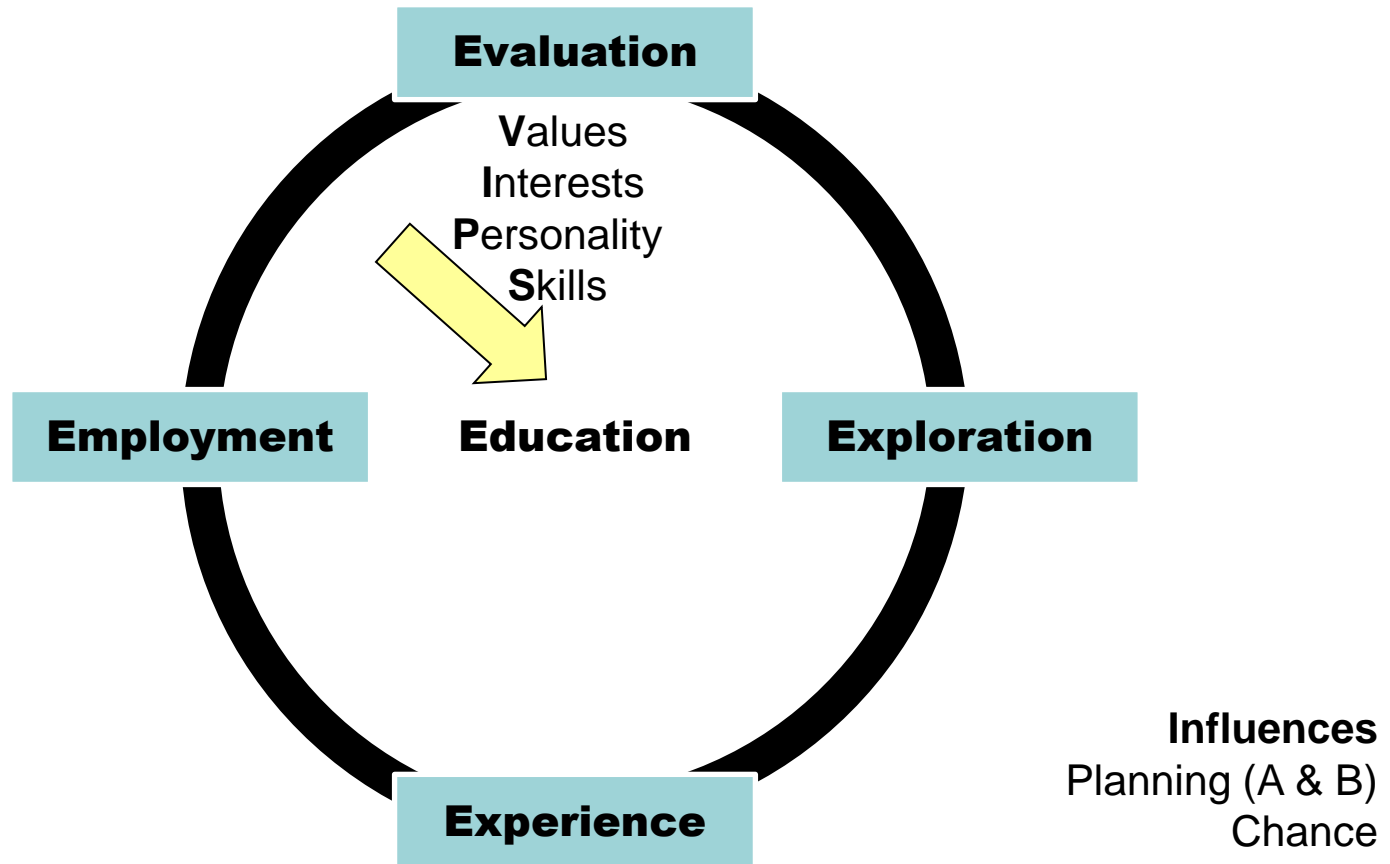
# The Five Es of Career Development



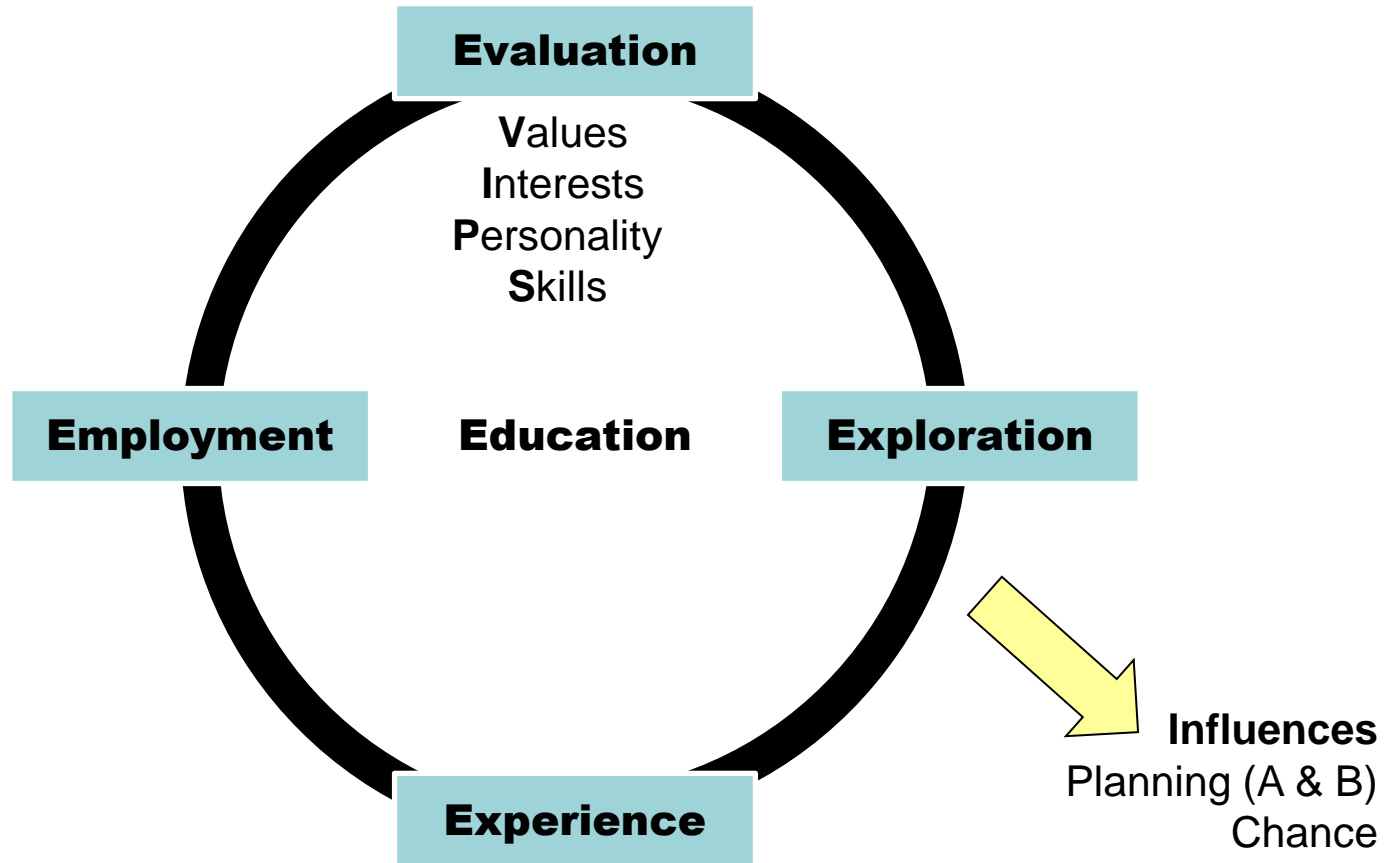
# The Five Es of Career Development



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# Career Development

## The Future

### **THE SAVVY CAREER MANAGER**

- Takes charge of her/his career
- Is a lifelong learner
- Prepares for almost anything
- Accepts and embraces change
- Thinks of himself/herself as free agent
- Re-invents herself/himself for future
- Thinks globally
- Develops and refines skills

# Career Development

## The Future

### **THE SKILLS / SKILL BUNDLES (NACE, Surveys, & Experience)**

- Ability to learn how to learn
- Knowledge broker (processing & disseminating information)
- Techno-savvy
- Communication (speaking, writing, listening)
- Interpersonal communication (soft skills)
- Decision making/ethics/judgement
- Teamwork
- Problem-solving/analytical
- Flexibility/adaptability/agility
- Organization/time management
- Creativity
- Stress management

# The Problem With Passion

- Used as a singular noun not as a descriptive adjective (passionate)
- Does not account for cyclical career development (there is just one passion for you)
- Does not allow for career changes
- Students develop at varying speeds of career maturity (the ability to know what they like and don't like)
- Can impact self-esteem and persistence if a passion cannot be found (especially problematic for undeclared or exploring majors)
- Replace it with “finding your fit”

# Career Advising & Support

## Higher Education's Response

- Teach and prepare students for lifelong career management
- Elevate the role of career and professional development on campus (WFU, Stevenson, LMU)
  - “Imagine your future. Design your career.”
- Empower leader to coordinate the campus-wide career education model (centralized, decentralized, hybrid)
- Change the office name (national trend) (optional)
- Measure outcomes (new NACE standards)
- Hire and retain a vibrant, competent career education team allowing them to do anything that supports career development
- Engage and involve stakeholders (parents, alumni, employers, lawmakers, faculty, staff, etc.)

# Career Advising & Support

## Higher Education's Response

- Resource (SPAM: Space, People, Appreciation and Money)
- Combine with other units that strengthen the mission

Carnegie Mellon University, Career and Professional Development Center

Columbia University, School of Social Work, Career and Leadership Development

East Carolina University, Career Development and Leadership Center

Fisk University, Office of Career Development and Leadership

Monmouth College, Wackerle Career and Leadership Center

Ohio University, Career and Leadership Development Center

Purdue University Calumet, Center for Career and Leadership Development

Sewanee: The University of the South, Career and Leadership Development

University of Alabama, Sylvester Jones Leadership and Career Resource Center

University of Iowa, Pomerantz Career Center for Leadership and Career Advancement

University of Washington, School of Law, Center for Professional and Leadership Development

University of Wisconsin-Whitewater, Career and Leadership Development

Wake Forest University, Career and Professional Development

Innovation, Creativity and Entrepreneurship

Leadership Development

Mentoring Center

Family Entrepreneurship Center

# Career Advising & Support

## Higher Education's Response

- Determine where the function fits best within your organization (students do not care)
  - Student Affairs
  - Academic Affairs
  - Enrollment Management
  - Alumni / Development / Advancement
  - Stand alone division
- Coordinate or align with Academic Advising
  - Training and professional development
  - Co-locating